

## IN THE SPOTLIGHT

### Gardena makes Dramatic Turnaround

The City of Gardena was the first city in the state to be fined for non-compliance with AB 939. Faced with a fine of nearly \$1 million in the fall of 2003, Gardena was able to reduce that to about \$70,000 - a sum that was paid in September 2003. The California Integrated Waste Management Board (Waste Board) wasn't finished though and set a very daunting schedule for the City to meet or face further fines and enforcement actions.

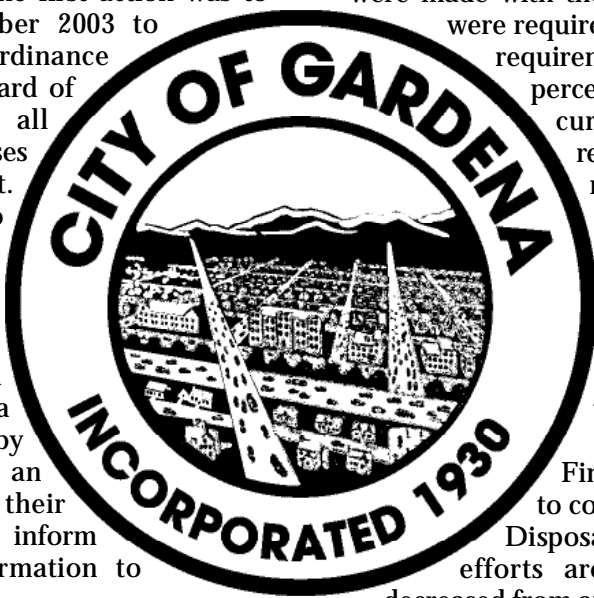
The City didn't get discouraged and disheartened by the fine and pending actions. Already embroiled in litigation regarding its commercial hauling franchising, Gardena worked closely with the Waste Board to implement its Local Assistance Plan (LAP). The first action was to enact an ordinance in December 2003 to require recycling. The ordinance established a performance standard of 50 percent diversion for all commercial and industrial premises within the City to meet. Generators were required to either employ separation of recyclable waste onsite for recycling (i.e., put recyclables into a separate bin) or allow their hauler to process their mixed waste at a centralized facility. If a business was already recycling by having a third party (i.e., an independent recycler) take their separated materials, they could inform their hauler and provide information to document the activity.

Second, the ordinance required that all construction and demolition (C&D) projects provide for the recycling and reuse of 50 percent of all waste materials generated

during any and all phases of development or redevelopment projects. This means that recycling and reuse must be employed during all demolition, grading, and construction activities. To assure conformance with the law, developers and contractors are required to submit an application and financial assuredness that the 50 percent diversion requirement, or equivalent, is met. The deposit can range from \$1,000 up to \$15,000 based on project valuation, and is fully refundable after the project is complete if the diversion requirement or equivalent is met.

Once the ordinance was implemented, new agreements were made with the City's commercial haulers. They were required to meet the 50 percent diversion requirement and on top of that at least 30 percent must be new diversion of wastes currently disposed. This aspect required all haulers to implement rigorous separation and select load "MRF" processing and recycling. Although the program started somewhat slowly, it has picked up steam and currently 31 percent of all collected waste is recycled. This represents all new diversion since the beginning of 2004.

Finally, the City has worked diligently to correct significant deficiencies in the Disposal Reporting System (DRS). The efforts are working as disposal tonnage decreased from an outlandish 211,000 tons in 2002 to 162,000 tons in 2003 and a projected 100,000 tons in 2004. The basic problems with the DRS reporting are well



continued on page 2

**JOIN THE TEAM:** If you are interested in participating on the Los Angeles County Solid Waste Management Public Education Subcommittee or if you would like to submit an article for *Inside Solid Waste* please contact **Emily Montanez** at (626) 458-3579, or [emontanez@ladpw.org](mailto:emontanez@ladpw.org). Quarterly meetings are held at the County of Los Angeles Department of Public Works Headquarters to discuss and review upcoming newsletters. If you feel you have something to contribute why not become a member of the Subcommittee?

# Bottlesandcans.com Gives Old Beverage Containers A Brand New Look

## One of a Kind Recycling Web Site Gives California's Recycling Community a Home

The Department of Conservation recently announced the launch of a new version of [www.bottlesandcans.com](http://www.bottlesandcans.com), a recycling Website designed to serve as a one-stop resource for Californians interested in beverage container recycling.

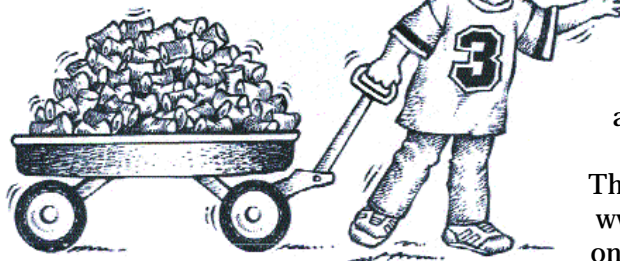
Consumers, business owners, cities and counties will find more than a fresh face at bottlesandcans.com. There's an improved recycling center locator, new resources to help businesses start and sustain beverage container recycling for employees and customers, and a host of tools such as grant information, advertising materials, posters and stickers to help local recycling coordinators increase bottle and can recycling in their communities.

"We used this redesign as an opportunity to provide Californians with more and better tools and information about beverage container recycling," said Mark Oldfield, spokesman for the DOC. "At the same time, we wanted to maintain the uniqueness visitors are used to finding at bottlesandcans.com."

The new design resulted in a blend of simplicity and unity while still creating a useful, information-rich site. Users can seamlessly navigate through pages of clean, soothing

colors and concise beverage container recycling messages. The updated "zip locator" allows users to find nearby California Refund Value (CRV) redemption centers by entering their zip code, and also finds CRV redemption centers in adjacent zip codes. Additionally, the site contains a "recycling calculator" designed to help bars and restaurants determine savings they could achieve through recycling.

"Bottlesandcans.com gives users the why, what, how and where of beverage container recycling," said Oldfield. "We hope to see a lot more people take advantage of the tools we've made available and, in turn, increase the number of bottles and cans they recycle."



The new version of [www.bottlesandcans.com](http://www.bottlesandcans.com) is part of an ongoing statewide beverage container recycling campaign spearheaded by the DOC to help increase beverage container recycling in California. In 2003, Californians bought 19.2 billion CRV beverages in aluminum, glass and plastic containers. More than eight billion ended up in trashcans instead of recycling bins, costing Californians \$200 million in potential CRV refunds in addition to lost natural resources and energy savings gained through recycling.

## City of Gardena

*continued from page 1*

known to many municipalities (postal code issue in which county and city boundaries are confusing to self-haulers and other haulers).

The City is projecting a diversion rate somewhere in the mid 40 percent range. This is a significant difference from minus 29 percent in 2002. Importantly, this has all been done without resorting to a new base year. The Waste Board sent the City a letter on August 31, 2004 saluting the City for its aggressive effort and for fulfillment of all of the LAP programs. Since the City is truly committed to continuing its efforts and is close to achieving the 50 percent goal, it is highly unlikely that it

will be fined any time soon.

The reasons for this turnaround begin with the efforts of the community and businesses to participate in the new programs. The leadership of the City Council, City Manager and the consultant to formulate and direct the diversion strategy and make important changes amid litigation were crucial to the success of these programs. Finally, the willingness and support of the haulers, especially the City's new franchise hauler, Waste Resources of Gardena, was absolutely vital to achieving diversion goals.

For more information about the City of Gardena's programs, please call (310) 217-9590.

There are five permanent collection centers where L.A. County residents can dispose of their household hazardous waste.

Materials such as paint, motor oil, anti-freeze, cleaning products, and pesticides can be taken to any of the five locations. Electronic waste will also be accepted including computers, monitors, printers, televisions, and cell phones.

Please read each permanent center description below for details or call 1-800-98-TOXIC or 1(888)CLEAN-LA for more information.

**GAFFEY STREET COLLECTION CENTER**  
1400 N. Gaffey St., San Pedro, CA 90021  
Open Friday, Saturday, and Sunday 9:00 a.m.-3:00 p.m.

**HYPERION TREATMENT PLANT**  
7660 W. Imperial Highway, Gate B  
Playa Del Rey, CA 90293  
Open Saturdays and Sundays 9:00 a.m.-3:00 p.m.

**WASHINGTON BOULEVARD COLLECTION CENTER**  
2649 E. Washington Blvd., Los Angeles, CA 90021  
Open Friday, Saturday, and Sunday 9:00 a.m.-3:00 p.m.

**RANDALL STREET S.A.F.E. CENTER**  
11025 Randall St., Sun Valley, CA 91352  
Open Saturday, Sunday, and Monday  
9:00 a.m.-3:00 p.m.

**UCLA LOCATION**  
550 Charles E. Young Dr. West  
Los Angeles, CA 90095  
Open Thursday, Friday and Saturday  
8:00 a.m.-2:00 p.m.  
Electronic waste accepted on Saturdays only

# What's Up?

HHW ROUNDUPS are open from 9:00 a.m. to 3:00 p.m. unless otherwise indicated. For more information, call the Los Angeles County Department of Public Works, at 1(888)CLEAN-LA (253-2652). For information about City of Los Angeles events call 1(800)98-TOXIC (988-6942).

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|-------------|--|
| November 6  | Bellflower - Simms Park<br>Clark Ave. and Oak St.  |
| November 13 | El Segundo - Raytheon Corporation<br>Parking Lot G, Hughes Way off of<br>Sepulveda Blvd.             |
| November 20 | Monterey Park - East Los Angeles College<br>Stadium Parking Lot, Bleakwood Ave.<br>and Floral Dr.    |
| December 4  | Lomita - Lomita City Hall Parking Lot<br>24300 Narbonne Ave.   |
| December 11 | Malibu - Malibu Civic Center, Rear Parking Lot<br>23519 West Civic Center Way                        |
| December 18 | La Verne - Brackett Field<br>Fairplex Dr. & West McKinley Ave.                                       |
| January 8   | Bell Gardens - John Anson Ford Park<br>Baseball Field Parking Lot<br>Park Lane East of Garfield Ave. |
| January 22  | Hermosa Beach - Clark Stadium<br>Valley Drive between 8th & 11th Streets                             |
| January 29  | South El Monte - Community Center Parking Lot<br>1415 Santa Anita Ave.                               |
| February 5  | Claremont - Claremont Corporate Yard<br>1616 Monte Vista Ave.  |
| February 12 | Santa Fe Springs -<br>Rio Hondo Fire Training Academy<br>11400 Greenstone Ave.                       |
| February 19 | Gardena - Hitco Carbon Composites, Inc.<br>1551 West 139th St.                                       |
| February 26 | Diamond Bar - Gateway Corporate Center<br>City Streets, 1300 Block of Bridge Gate Dr.                |

## TASK FORCE MEETINGS

Meetings will be held at the  
County of Los Angeles Depart-  
ment of Public Works  
Headquarters, 900 South  
Fremont Avenue, Alhambra.

November 18 - 1 p.m.  
December 16 - 1 p.m.  
January 20 - 1 p.m.

All meetings are  
in conference room B.

For information  
call Andrea Wong  
at (626) 458-3547.  
M-Th, 7:00 a.m. -  
5:30 p.m.



# Grads' Words of Wisdom

More than a year ago, the state issued a challenge to California schools in the form of Senate Bill 373: Come up with a plan that will cut the amount of school waste being generated while promoting the highest and best use of all materials.

In turn, Burbank Water and Power and the Recycle Center tossed the challenge to graduating seniors with a 3.5 grade point average. Authors of the top three essays were awarded \$3,000 each toward their college education.

Below are some comments from 13 seniors in answer to the question: How can the amount of waste your school generates be substantially reduced?

- \* The student body can start a "fruit day or no-junk-food day" to enhance the spirit of the school and reduce packaging waste
- \* There should be recycling carts next to every trash container. The one for trash would be a very dull, unattractive color like brown. The bin for recyclables would be a bright, attractive shiny color like yellow
- \* Trash cans in classrooms could have signs that say "Can I be recycled?" or "Are you sure you can't recycle me?"
- \* Technology that would reduce paper waste was touted. Students could e-mail essays and book reports to teachers; every teacher has an e-mail address and every classroom and the library have

computers. Teachers can correct an assignment and e-mail it back. They could also use more blackboards and less paper

- \* A school official could announce one amazing fact about recycling everyday...Without constantly being aware of what we are doing to our environment, change will never take place. Knowing that the energy saved from recycling one aluminum can can operate a computer for three hours, or

that recycling one glass bottle saves enough electricity to light a 100-watt bulb for four hours, fuels our incentive to recycle

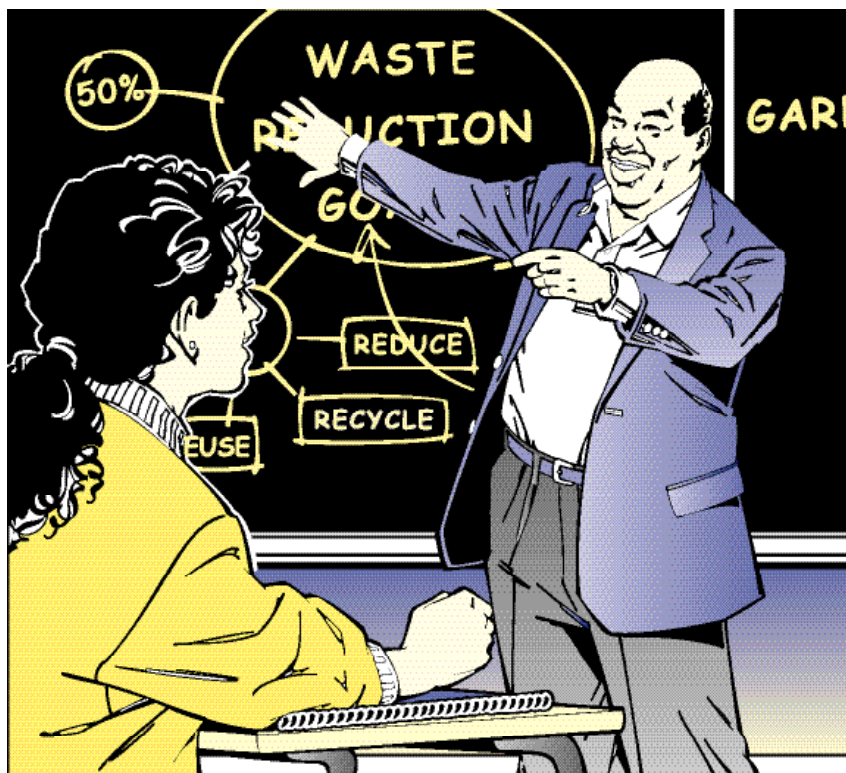
- \* Show waste reduction and recycling videos in each classroom; have a writing assignment in English class about recycling and energy efficiency

- \* Recognize a teacher from each department for how efficiently he/she uses paper and handouts in the classroom, for

example, does he/she make double-sided copies and write questions on the board rather than running off copies?

- \* Arrange an annual student exchange of used goods that would include items belonging to brothers and sisters, faculty and friends

The winning essays were written by seniors Jennifer Farah, Ani Khachoyan and Jalpa D. Shah – graduates from Providence, Bellarmine-Jefferson and Burbank High Schools. These are all great ideas and we hope that students all over Los Angeles County can contribute the same ideas in their schools. For more information about this contest or about other programs in Burbank please call (818) 238-3900.



## Meet the newest members of the Waste Board

Late spring, Governor Arnold Schwarzenegger appointed two new members to the California Integrated Waste Management Board. Rosario Marin and Rosalie Mulé have been appointed to terms that extend until January 1, 2008. The governor feels that these two women, "...bring a wealth of public and private sector experience to the Integrated Waste Management Board." Let's meet the Governor's new appointees now. . .

Ms. Marin has a lengthy and esteemed public service career that began at a local level, and most recently, she was appointed Treasurer of the United States by President George W. Bush. From 1994 to 2001 Ms. Marin was a member of the City Council and Mayor of the City of Huntington Park. Her advocacy of environmental issues resulted in a position with the Sanitation Districts of Los Angeles County and she worked closely with the Air Resources Board and the South Coast Air Quality Management District to address local air quality concerns. At the State level, Ms. Marin served under Governor Pete Wilson and worked at several departments including Social Services, Council on Developmental Disabilities, and Developmental Services. Ms. Marin has also served as a member on a number of public boards and commissions at the local level.

Ms. Mulé's experience can be traced across the United States including Florida, Hawaii, and San Diego. She has worked for Browning-Ferris Industries in Florida and Hawaii and was also employed by Waste Management of Florida and California. In San Diego her positions included manager for the San Diego Ecology Center and public participation manager for the Metro II Wastewater Program. Currently, Ms. Mulé is actively involved in the County of Riverside's waste issues. She has been a member of a number of organizations including the Solid Waste Association of North America, the Board of Directors for Keep Florida Beautiful, the Florida Chamber of Commerce, and co-founder of the Kauai Resource, Conservation and Development Council.

The Task Force would like to welcome both highly qualified and respected individuals to the Waste Board. We look forward to working with them on addressing waste management issues of the 21st century in ways that are protective of our citizens' health and safety and the environment, as well as the economic well-being of our businesses and local governments.

## CITY HALL MOVE-OUT GENERATES MATERIALS EXCHANGE PROGRAM

The City of Pasadena's historic City Hall is undergoing a three-year long seismic retrofit. This project requires an empty building so personnel began to vacate the premises in June. In preparation, two move-out fairs were held prior to the exodus.

Public Affairs and the Department of Public Works teamed up to ensure the Move-Out Fairs on March 12th and June 23rd would maximize reuse and recycling and minimize trash generation. Employees brought excess and no longer needed supplies and equipment they wanted to give away to the City Hall courtyard. Some of the items made available for redistribution included binders, hanging folders, file folders, file holders and sorters, telephones, pens, pencils, plants, lamps, fans, coffee makers, pictures and posters, staplers, light tables, and one-of-a-kind treasures that no longer served the owner's need.

Since March of 2004, Public Works collected and recycled more than 17 tons of paper from City Hall. The paper was transported to the Allan Company in Baldwin Park, which also processes the City's residential curbside recyclables. The June 23rd event also produced 1.23 tons of e-waste that was collected by E-recycling. Only 9.74 tons of trash from the move out was collected and disposed of at Scholl Canyon Landfill.

All the materials collected at the two fairs that were not exchanged on the spot have been transported to the City Yards. Now that city personnel are settled in at their new locations, a "Free Market" event will be held at the Yards in September to offer employees another chance to acquire redistributed supplies. For more information about this program, please call Carolyn Meredith at (626) 744-4721.

## HHW outreach in Palos Verdes

This past summer, the City of Rancho Palos Verdes hosted its annual County Household Hazardous Waste Roundup. This may not seem like any special news, but the City was pleased with this year's turnout since it was the largest event the City has hosted. Staff gives credit to the fact that the public education and outreach program started earlier than previous years and new methods of outreach were utilized to maximize the total number of residents attending the event. Residents were notified through billing inserts, placing an article in the City's newsletter, announcements made at City Council meetings, PSA's being aired on local cable channels and articles placed in local newspapers. The Roundup collected HHW from approximately 2,160 households.

Although the County Roundup program has been going on for 12 years now, working together with cities to find new and innovative ways to spread the word will keep the program running as successfully as possible. Rancho Palos Verdes is a perfect example of how making the most of the partnership can help bring a sense of newness to a long-running program. For more information about outreach methods, please call Lauren Ramezani with the City of Rancho Palos Verdes at (310) 544-5245.



## Monrovia Kicks Off Recycling Program

In August, the City of Monrovia Public Works Department initiated a pilot recycling program for the Old Town merchants. Currently, low rates for refuse collection in the exclusive franchise area of Old Town has created an obstacle to development of an active recycling program. The Old Town Recycling Pilot Program was developed to launch a massive education campaign to demonstrate to merchants that recycling can save money as well as help the environment. The motto for the pilot project program is: "Recycling Works! Together We Can Make A Difference!"

The pilot program involves a group of 19 businesses currently sharing a City trash enclosure in the diverse Old Town area. In order to develop a partnership between the merchants and the City, the Public Works staff met with each business individually to go over the program guidelines and to answer any questions merchants might have. The City also provided each business with a Manager's Packet covering program guidelines, information posters in Spanish and English for employees, and a window decal so businesses can advertise their support for the recycling effort. In addition, the City provided free recycling containers for each business that requested them to make sorting as easy as possible for employees.

The City will be monitoring the program over a three-month period to evaluate program success so the recycling efforts can be expanded throughout the Old Town area. If you have any questions about the program, you may contact Tammy Evans, Solid Waste Program Administrator, at (626) 932-5556.